

Message Text

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PAGE 01 ASUNCI 03647 121742Z

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ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 /018 W
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R 121542Z SEP 75
FM AMEMBASSY ASUNCION
TO USDOC WASHDC
INFO SECSTATE WASHDC 5732

UNCLAS ASUNCION 3647

USDOC

E.O. 11652: N/A
TAGS: BBSR, PA
SUBJECT: WTDR - LA METALURGICA S.R.L.

REF: USDOC 11837

1. ADDRESS: CASILLA POSTAL 1002; CALLE 25 DE MAYO
ESQUINA PARAGUARI, ASUNCION, PARAGUAY. CABLE: METAL.
TELEX: 144PY ASN METAL. PHONE: 47412. OFFICER: CARLOS
A. COSCIA, MANAGER.

2. LARGE FIRM ESTABLISHED 1949. EMPLOYS 60 OF WHICH
28 ARE ADMINISTRATIVE PERSONNEL, 21 COUNTER SALES PEOPLE, AND
6 VISITING SALESMEN IN ASUNCION WHO ALSO ACT AS TRAVELLING
SALESMEN IN THE NTERIOR. ACTS AS IMPORTER, AGENT, DIS-
TRIBUTOR, WHOLESALE AND RETAILER OF SMALL ARMS AND AMMUNI-
TION, METAL HOUSEHOLD AND GARDEN FURNITURE, GLASSWARE,
CHINAWARE, EARTHENWARE, KITCHEN UTENSILS, HOUSEHOLD
PLASTICS AND MISCELLANEOUS PRODUCTS, SMALL HOME APPLIANCES,
ELECTRICAL EQUIPMENT, FITTINGS AND SUPPLIES, SHELF HARDWARE,
BUILDERS HARDWARE, AGRICULTURAL, MECHANIC'S AND ARTISANS
HAND TOOLS, METAL SHOP EQUIPMENT, SANITARY WARES, HOME
FURNISHINGS, IRON AND STEEL PRODUCTS, GIFTWARES, TOYS
AND GAMES.

3. FINANCIAL REFERENCES: FIRST NATIONAL CITY BANK,
CASILLA POSTAL 1174, ASUNCION, PARAGUAY. COMMERCIAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ASUNCI 03647 121742Z

REFERENCES: FRIED KRUPP GMBH STAHLEXPORT, DUSSELDORF,

WEST GEMANY, AEG-TELEFUNKEN GMBH, FRANKFURT, WEST GERMANY; THE STANLEY WORKS, NEW BRITAIN CT.

4. MAJOR FOREIGN FIRMS REPRESENTED: FRIED KRUPP GMBH STAHLEXPORT, DUSSELDORF, WEST GERMANY, IRON AND STEEL PRODUCTS, SINCE 1957; ACINDAR S.A., PASEO COLON 357, BUENOS AIRES, ARGENTINA, IRON AND STEEL PRODUCTS, SINCE 1964; AEG-TELEFUNKEN GMBH, 325 HAMELN, POSTFACH 605-607, FRANKFURT, WEST GERMANY, ELECTRICAL EQUIPMENT AND APPLIANCES, SINCE 1969; CRISTALERIAS RIGOLLEAUX S.A., PASEO COLON 800, BUENOS AIRES, ARGENTINA, GLASSWARE, SINCE 1971; THE STANLEY WORKS (WORLDWIDE) 77 LAKE STREET, NEW BRITAIN, CT 06050, BUILDERS HARDWARE, TOOLS, SINCE 172.

5. LA METALURGICA OPERATES FROM ONE OF THE LARGEST COMMERCIAL BUILDINGS IN ASUNCION (OWNED BY THE FOUNDER MR. ANTONIO R. ZUCCOLILLO), WITH AMPLE SALES AND EXHIBITION ROOMS, IN THE HEART OF THE BUSINESS AND SHOPPING SECTOR OF THE CITY. THE FIRM IS THE LARGEST COMBINATION HARDWARE, DEPARTMENT, AND VARIETY STORE IN PARAGUAY. THE FIRM ALSO ACTS AS EXCLUSIVE AGENT AND DISTRIBUTOR FOR A LARGE NUMBER OF FOREIGN MANUFACTURERS, A COMPLETE LIST OF WHICH IT HAS DECLINED TO PROVIDE THIS EMBASSY. THIS FIRM FORMS PART OF WHAT IS LOCALLY KNOWN AS THE "ZUCCOLILLO GROUP", FORMED BY THE THREE ZUCCOLILLO BROTHERS, WHO OWN AND CONTROL MISCELLANEOUS BUSINESS INTERESTS (HARDWARE AND DEPARTMENT STORES, IMPORTING AGENCIES, THE DAILY NEWSPAPER WITH THE WIDEST CIRCULATION IN PARAGUAY, REAL ESTATE AND HOLDING COMPANIES, SAVINGS AND LOAN COMPANY, HOUSING AND BUILDING COMPANY, ETC). THE ZUCCOLILLOS JOIN THEIR INTERESTS IN SOME BUSINESS VENTURES AND COMPETE FIERCELY IN OTHERS. ANTONIO R. ZUCCOLILLO FOUNDER OF SUBJECT FIRM REPRESENTS OTHER LEADING U.S. COMPANIES SUCH AS GENERAL MOTORS (TEREX, CADILLAC, CHEVROLET, OLDSMOBILE ALLISTON), GOODYEAR RUBBER, REMINGTON ARMS, OUTBOARD MARINE (JOHNSON, PIONEER), GETTY OIL AND GILLETTE, WHICH ARE HANDLED SEPARATELY BY OTHER COMPANIES WHICH HE WHOLLY OWNS. LA METALURGICA, WHILE A PARTNERSHIP FOR LEGAL PURPOSES, IS ACTUALLY WHOLLY OWNED BY ITS FOUNDER. ZUCCOLILLO IS AN AGGRESSIVE BUSINESSMAN WHO OFTEN TRAVELS

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PAGE 03 ASUNCI 03647 121742Z

ABROAD TO MAKE PURCHASES. THE FIRM ADVERTISES ADEQUATELY, AND HAS A GOOD BUSINESS IMAGE THROUGHOUT THE COUNTRY; ITS BUSINESS AND CREDIT RECORD IS GOOD, AND IT IS RECOMMENDED AS A SUITABLE TRADE CONTACT FOR U.S. SUPPLIERS. ZUCCOLILLO REPORTEDLY IS PLANNING TO TRANSFORM THIS COMPANY INTO A CORPORATION. ITS STOCKHOLDERS WILL BE CLOSE RELATIVES AND TRUSTED EMPLOYEES OF THE FIRM WHILE HE WILL RETAIN CONTROL.

6. SEPTEMBER 1975.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ASUNCIO3647
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750317-0665
From: ASUNCION
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750955/aaaabwps.tel
Line Count: 117
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellEO
Review Comment: n/a
Review Content Flags:
Review Date: 10 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 JUN 2003 by MaustMC>; APPROVED <30 JAN 2004 by RowellEO>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR - LA METALURGICA S.R.L.
TAGS: BBSR, PA, LA METALURGICA S R L
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006